

5 **SYSTEMS AND METHODS FOR DISPLAYING AND RECORDING CONTROL  
INTERFACE WITH TELEVISION PROGRAMS, VIDEO, ADVERTISING  
INFORMATION AND PROGRAM SCHEDULING INFORMATION**

**ABSTRACT OF THE DISCLOSURE**

10 The present invention is an improvement over previous  
Electronic Programming Guides ("EPG") in that it provides, among  
other things: Improved viewer interaction capabilities with the  
EPG; improved viewer control of video recording of future-  
scheduled programming; improved features to the EPG display and  
navigation; parental control of the EPG display; improved  
15 television program information access by the viewer; improved  
opportunities for the commercial advertiser to reach the viewer;  
improved product information access by the viewer; creation of  
a viewer's profile; utilization of viewer profile information to  
customize various aspects of the EPG; and utilization of viewer  
20 profile information to provide customized presentation of  
advertising to the viewer.

1 25 DAA PAS256823.1--6/16/00 1:46 PM

30

35